



News From

JACK DOYLE

MONROE COUNTY EXECUTIVE

For Immediate Release

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CHET RETURNS TO SCHOOL

Monroe County Executive Jack Doyle today announced that the 2000-2001 Chet the Cheetah recycling calendar and curriculum is being delivered to third grade city, suburban and parochial school teachers throughout next week. The materials include: a calendar for each student, a video and a teacher's guide.

"Chet the Cheetah offers a fun approach to turn young recycling practices into lifelong habits," said Doyle. "Keeping our neighborhoods clean greatly improves our quality of life for future generations."

The calendar follows the school year and offers monthly ideas to reduce, reuse and recycle waste. The video has two segments: "Chet Chats...About Trash" - which takes kids to a landfill and recycling center, and "Chet Chats...About Wastewater" - which highlights where water goes after it is used and how it gets cleaned.

The curriculum, written by Cornell Cooperative Extension as a supplement to the calendar, offers activities to reinforce recycling practices through classroom and take-home lessons. Each incorporates environmental learning into math, science and technology, and language arts.

Chet the Cheetah, a friendly cartoon character, is an environmental mascot created by the Monroe County Departments of Environmental Services and Communications and Special Events to promote recycling at schools and community events.

For a free calendar, curriculum and video, or for information regarding recycling, tours and classroom presentations, call Environmental Services at 760-7526. In addition, visit Chet online at www.chetthecheetah.org.

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*For more information, contact:
Communications and Special Events, 428-2380*

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